

Name _____

Period _____

Chapter 12.2 – Getting Ready to Sell

1) _____ is getting ready for the face-to-face encounter in a selling situation. _____ is the actual face-to-face meeting.

2) Three ways that sales people prepare for the sale:

a. _____

b. _____

c. _____

3) Prospecting:

When is prospecting especially important?

Where can information be found?

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4) Business-to-Business sales preparation includes:

5) Retail sales preparation includes: